

## Message Text

UNCLASSIFIED

PAGE 01 TOKYO 02266 200948Z

11

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /015 W

----- 100157

P R 200721Z FEB 74

FM AMEMBASSY TOKYO

TO USDOC USTS

INFO SECSTATE WASHDC 0105

UNCLAS TOKYO 2266

E.O. 11652: N/A

TAGS: ETRD

SUBJECT: READERS DIGEST AD

### SUMMARY EXPLAINS READERS DIGEST AD CONTENTS

TYOWAS 4-182 RE WASTYO 4-156-AP. AGREE WITH DOUBLE PAGE SPREAD, ONE IN COLOR ONE IN MONOTONE. DISCUSSED YOUR CONTENT SUGGESTIONS WITH WHOLESALERS AND YOUR LAYOUT SUGGESTIONS WITH Y&R. CAME UP WITH FOLLOWING WHICH BASED IN LARGE PART ON RECENT AND HIGHLY RELIABLE JAL TRAVEL SURVEY FINDING THAT DEPARTURE FREQUENCY AND DATES ARE MORE IMPORTANT TO CONSUMER THAN ANY OTHER FACTORS IN MAKING TRAVEL DECISIONS.

WE, WHOLESALERS AND Y&R IN FULL AGREEMENT THAT SPREAD SHOULD CONTAIN THEMED TEXT ON CALIFORNIA AS REPRESENTATIVE OF MAINLAND USA, WITH EMPHASIS ON COMBINED NUMBER AND FREQUENCY OF DEPARTURES TO WEST COAST AVAILABLE THROUGH ALL FIVE MAJOR WHOLESALERS, NOT JUST SELECTED SPECIFIC OFFERINGS OF TWO WHOLESALERS. LATTER APPROACH MAY BE DESIRABLE IN FY75 EXTENDED AD PROGRAM, BUT ALL CONCERNED AGREE THAT ONE-SHOT READERS DIGEST EFFORT SHOULD BE BROADER IN APPEAL AND WE HAVE DEVELOPED ABOVE APPROACH WITH THAT IN MIND.

REQUEST PRIORITY APPROVAL TO PROCEED AS Y&R NEEDS AS MUCH TIME AS POSSIBLE PRIOR TO READERS DIGEST EARLY MARCH CLOSING DATE.

SHOESMITH

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NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** PRESS COMMENTS, MAGAZINES, AIR SCHEDULES, AVIATION AGREEMENTS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 20 FEB 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** n/a  
**From:** TOKYO  
**Handling Restrictions:** n/a  
**Image Path:**  
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**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** shawdg  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 20 MAR 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <20 MAR 2002 by elbezefj>; APPROVED <02 DEC 2002 by shawdg>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** READERS DIGEST AD SUMMARY EXPLAINS READERS DIGEST AD CONTENTS  
**TAGS:** ETRD, JA, US, JAL, READERS DIGEST  
**To:** COM  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005